

## THE LITERACY OF MEDIA TEACHERS FOR ANALYZING MEDIA TEXTS

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### ABSTRACT

This article will help students to develop the skills of identifying, analyzing and selecting reliable sources of information, the content and nature of modern media education, the key aspects of reading media and traditional texts, the creation of media texts and their communication technologies, methods of transmission are described in detail. It also covers a number of topical issues such as understanding, analyzing, critically evaluating information transmitted through the global information space, and ensuring national information security.

**Keywords:** Media and information literacy, information language, traditional media, modern media, media design and creation, virtual worlds and youth.

### INTRODUCTION, LITERATURE REVIEW AND DISCUSSION

Media education is now the process of developing one's personality through the media. Media education is with media products:

- Full acceptance of critical thinking media communicative possibilities of communication culture;
- Interpretation;
- Analysis and evaluation.

Media literacy gives people a screen art:

- Television;
- Radio;
- Video;
- Cinematography;
- Press;
- Press provides internet and more.

Use the information flow from the sources to find the information you need to develop. Analysis of all media resources plays an important role in today's information society. An analysis of foreign media education shows that students use the Internet and television resources in their studies.

The use of creative media techniques in the world of media pedagogy is well-established. Media education methods are mainly divided into important stages.

1. Knowledge of media theory, history, structure and language (learning media technology);
2. Development of media reception “reading, understanding, activation of memory, memory development, development of different ways of thinking” (critical, creative, intuitive and image creation).

In order to conduct media education, you must have certain professional knowledge and skills:

- Theoretical knowledge and up-to-date information in the field of specialized media education; motivational indicator.

For example:

- Mental;
- Visual;
- Sensor;
- Audio activity;
- Level of methodological skills in the field of rapid media education, for example, the creative approach to media sources and information.

A study of the causes and motives of their origin can be used as a propaganda effort and to determine the optimal result.

Creative (creative thinking in creative media education) (mobility, communication, self-esteem, imagination).

The importance of media education in the world has been highlighted in various UNESCO resolutions and recommendations, emphasizing the importance of media education and supporting the development of media education (all types of media education, electronic, print, graphic, media and more) and evolves closely to a variety of technologies and leads people to the following activities.

1. Critical comprehension and creation of media text analysis.
2. Seizure of sources of media products (text, video-audio) and their
  - political;
  - economic;
  - cultural;
  - Identify economic features and study their true meaning.
3. Understanding media products.
4. Create your own media product, distribute it, and have the audience interested in it.
5. Study and determine the lifestyle of the media products you create. Media education is a concept for life.

There are three rules of text: accuracy, conciseness and fluency. First and foremost, the creator must ensure that the text he or she creates is readily accessible to the reader. Every creator is able to make the text clear, and understandable by his or her own choice of words. The right choice will help you meet these three requirements. Good written speech should not be inaccurate, unnecessary phrases, or inaccurate sentences. In order to achieve a specific goal, the artist must work on his or her own knowledge, diligence, and proficiency in grammar. [1] Any text follows at least four general principles.

1. Understanding. According to this principle, words, phrases, expressions in the text must have a certain nominal, communicative meaning and are well organized. What is going on must be clear to both the audience.

2. Purposefulness, validity. Complete expressions should have a consistent system of structures (in general, the structure of the text) of a particular purpose (the need for communication in general).

3. Compliance with speech requirements. Any text should be compliant with the requirements of the communication situation, and must be consistent with the rules of communication (such as the area, the time, the address, the direction of the speech or the text).

4. Relationship and consistency. Speech, text components (words, phrases, syntactic structures, text items) are required to be interrelated with content and logic, and to conform to the language and style rules.

The textual style is analyzed in terms of the combination of linguistic and non-linguistic means, in terms of the conformity of the specific administrative style and the relational value of

creative textual or situational retreat. Consequently, the concept of style is, in essence, an integral part of the author's personal style and speech skills. In this sense, the style of the text is similar to that of the author's style.

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